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# The Cornell Countryman



Happy  
New  
Year!

Volume XL

January, 1943

Number 4

## ★ WARTIME STRATEGY ON THE FARM ★

### LIGHT UP for better sight in the home

Proper electric lighting throughout the home means reduced eyestrain, better vision for farmers and their families.

Better vision helps assure the health and vitality needed by farmers today to win the Battle of Production on the Food front.

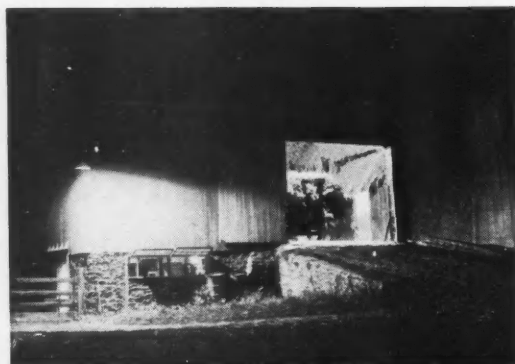
The mere use of *many lights* scattered about the home is not enough. For proper seeing, lights should be well shaded and correctly placed . . . to eliminate glare and to give the right amount of illumination.

Students should learn how to apply the principles of good lighting on the farm. They can start out by applying this knowledge to the lighting of their study and living quarters while in college.



★ Attractive, restful lighting in the living room, bedrooms, kitchen, and bath makes life more livable after the day's work is done.

### LIGHT UP for greater safety and increased production on the farm



★ Yard lights and interior lighting make easier your task of putting the stock in their stalls after dark.

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Good lighting also helps get more things done at night. After-dark chores are easier. Repairs to farm equipment can be made faster and better. All this aids in speeding production on the morrow.

In the hay barn, implement shed, cattle barn, and even outdoors, farmers need enough light to see clearly and safely. But they should guard against glare by using proper reflectors. Part of your future job may be to help farmers get better lighting, economically and effectively.



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Name.....

Address.....

# The Cornell Countryman

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Associated

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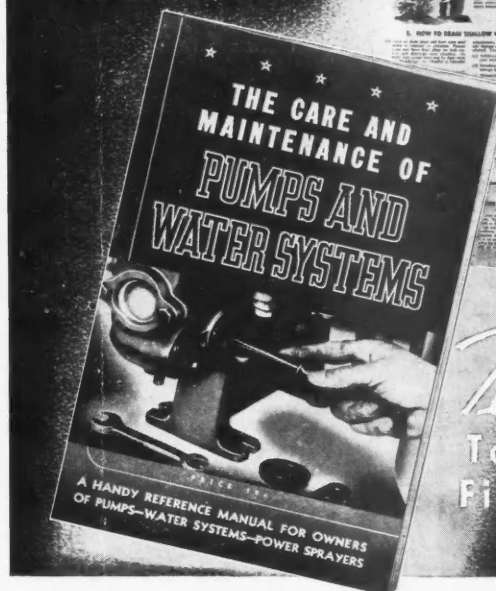
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3WS3

# FEEDING FARM ANIMALS IN WARTIME

★ ★ ★

**I**N THE last few weeks, right on the heels of a record grain crop, many farmers have suddenly found their suppliers out of feed, or unable to furnish the kind they want.

What has happened?

## More Livestock on Farms

American farms, as the New Year opens, are stocked with the biggest animal population in history. In response to the call for greater production of meat, milk and eggs, more hogs and steers are being raised, more cows are being milked, more hens are in the laying houses, more hatching eggs are going into the incubators.

And practically every farmer is feeding more. The demand for feed is the greatest on record.

## Feed Supplies

There appears to be enough grain, at least for present needs. But the by-product ingredients that supply most of the protein—soybean meal, linseed meal, brewers' grains, distillers' grains, gluten feed, etc.—are not coming through fast enough to keep up with the demand. Soybean meal, for example: The soybean crop is the largest on record, 210 million bushels. But the crushing capacity of the U. S. is only 120 million bushels. Although production is rising every day, the crushers still can't extract the oil and produce the meal as fast as farmers want to feed it.

The same thing is true of other ingredients—the processing plants just can't keep up with the demand. The result is that feed mills have fallen behind on shipments. This is true

of virtually all manufacturers—cooperative and commercial alike.

## Protein Levels Reduced

The cooperatives supplying feed to farmer members along the Atlantic Seaboard sought the guidance of college nutrition men in this emergency. These men — representing six state colleges—were unanimous in stating that cows can maintain their bodies and produce just as much milk on considerably less protein than they are now getting. A maximum of 20% protein was recommended, and 16% was favored when the hay is good. There is no advantage in feeding more protein than the cow needs.

Following these recommendations, G.L.F. is now shipping a 20% protein feed on all orders for 24% feed. This will make available supplies of protein last longer and serve more farmers. Those dairymen who have been using a 24% feed to mix with home-grown grains can use instead a smaller quantity of 30% Mixing Feed.

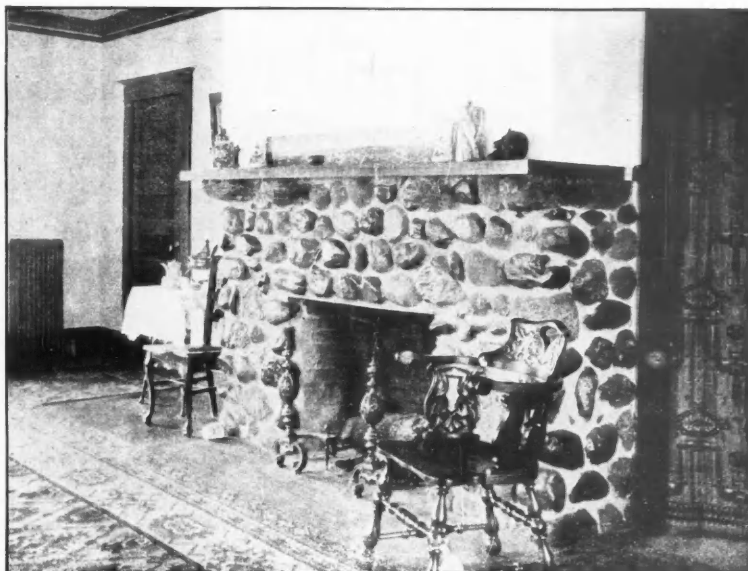
## Feeding the Chickens

By continuing to use a combination of animal and vegetable protein sources, protein levels in poultry mashes can be maintained. Although some of the high vitamin ingredients are extremely tight, G.L.F. mashes continue to carry full vitamin protection for birds of all ages. Slight formula changes have been made in order to do this.

As always these changes are made on the advice of college nutrition men.

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## *As We Were*

### **The Countryman's Christmas**

'Twas the night before the deadline, and all through  
the office

Not a creature was stirring, except the janitor,

And he wasn't stirring, he was sweeping.

Except, as he said, the office looked as if it had been  
stirred with a stick,

And all the board felt rather sick.

There wasn't much done but a page by Fisk,  
Which came in last month; you can read on page three.

It's a good article about marketing, as you will see.

We couldn't find the home ec page

Which put us in somewhat of a rage.

(Discovered later at the printers

When we had chewed our pencils to splinters.)

The Former Student Notes we had,

Where you'll find news both good and bad.

Later the Campus Countryman got done.

It always does, you know.

Away to the printers we flew like a flash,

With copy and ads and some business law notes,

And we read the white galley and dummied the green,

And found us a cover fit to be seen.

Now all was done but editorial and ads.

The business manager, got the ads,

And the reason you're reading this poem is because

The board found out there ain't no Santy Claus!

\* \* \*

In prose as well as verse, let us say that we had a little trouble getting out this issue, what with leaving the copy in Balch, reclaiming it twice from the vet school, turning in some notes for a course with the copy (luckily the printer knew better than to set these up,) and having our hair turn gray when part of the copy wasn't in the galley proof we read. But here it is, the January *Countryman*—next month comes Farm and Home Week; at the end of first term and finals, and we're hoping to see as many of our readers as can make the trip to Ithaca. We hope we have good weather and we'll be glad to see you all at the *Countryman* table in Roberts Hall. Come in and see us, and tell us what you've been doing.

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# A Wartime Week

**F**ARM AND HOME WEEK, by the voice of rural folks, is to be conducted at Cornell this year. In relation to the war effort, however, the "week" is really half-a-week, or Tuesday, Wednesday and Thursday.

February 2, 3, and 4, 1943

Lectures will be given from 10 o'clock in the morning to 5 o'clock in the afternoon.

The high-light speakers will be heard at 2 o'clock, as in former years.

The subjects will be tuned to the victory effort, and will deal with the latest facts about food production; nutrition; farm labor; machinery; conservation; waste prevention; prices; financial reserves; substitutes for, and supplements to, rationed foods; new forms of packages; consumer needs; farm supplies, and similar programs.

Forums, conferences, and round-table discussions may be increased in number because of changes that are apt to develop at any moment.

The Colleges of Agriculture and Home Economics will prepare a larger than ordinary variety of printed and mimeographed material so that those who attend may carry back to their home communities many of the results of the annual gathering.

While the program is condensed it will be intensified to include the new and difficult problems that now confront farmers and homemakers.

In short, the Colleges promise a program that will definitely help toward a unity of thought and action that will lead to

## VICTORY

# The Cornell Countryman

A Journal of Country Life - Plant, Animal, Human

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Number 4

## Marketing Makes Money

FARMERS every day add to their fund of scientific knowledge. Surprising as it may seem, most of them have neglected almost completely a field of study essential to their prosperity, trusting to luck more than knowledge. Marketing of farm products is as interesting a story as it is an important study.

Most folks would be surprised if they knew that farmers receive only about half of the money that people spend for farm products. They would be even more surprised if they knew where the other half went. Refrigerator cars, storage warehouses, boats, trucks, wholesalers, jobbers, and retailers are just a few of the places where the consumer's food dollar is spent. Let us follow for example the story of a head of lettuce.

On a bright California morning, a head of lettuce found itself cut from its roots in the rich damp earth. It was packed shortly after in ice with other heads of lettuce. Later it was put in a box along with many other heads, and the box was put on a truck with other boxes. Several hours elapsed before it was finally put in a refrigerator car. Ice was put in the bunkers and between the boxes. A few days later the refrigerator car was put on a barge and floated to a Manhattan pier. A buyer's truck was on hand to take the lettuce to the jobbers. Other delivery wagons were waiting at the jobbers to take the heads of lettuce to local retail stores throughout New York City. Without the aid of the refrigerator car, the commission broker, jobber, truckmen, and retailer 3,000 miles away, that farmer could not have sold his produce on the large scale that he did. He was benefiting from modern marketing methods.

If marketing tools that the farmer uses do not seem unusual, let us go back in the history of marketing only ninety years or so. Most

folks had gardens even if they lived in cities.

SEVERAL of the major steps in the modern marketing system are worthy of enumeration and further individual consideration. They are: transportation, packaging and grading, storage and risk bearing, and selling. Under these headings come many sub-topics such as types of transportation, advertising, and many others.

At the time of writing this article it is almost safe to predict that even within our lifetime, fruits and vegetables may be transported by air freight, but that again is something of the future. Trains, boats, and trucks have been the mediums through which produce has been brought to market. Foreign countries obviously require boats, and states distant from markets require freight trains. Trucks, until the present war, were steadily increasing their business and nearby states were making increased use of trucks at the expense of the railroads.

HOUSEWIVES are just beginning to understand the value of grading and farmers, too, appreciate the value of the confidence inspired in buyers who know what they are getting. Folks are learning why they pay more for one grade than another, and intelligent farmers with their eyes on the market know what to produce for the public demand. Attractive packaging sells many products, although few unprocessed farm products can increase their sales in this way.

It often happens that produce is ready for market before the public is ready to buy it. Whether it be pork or tomatoes, beef or potatoes, it must be stored until such time as there is a demand for it. Such items as meat and vegetables require refrigeration which is a costly process. Wheat must have special elevators which is also expensive.

The deterioration of perishables in transit is a loss to the shipper; this represents a storage loss because the items are really stored in freight cars until reaching their destination. The producer stands some loss, the commission houses and jobbers pass their losses on to the consumer who therefore can spend less for actual produce. Thanks to modern speedup, biological science, and improved transportation, deterioration is being steadily reduced. It can be seen that modern labor saving, and efficient storage will bring savings not only to the consumer but to the producer as well.

Farm products are not sold once but many times. The producer sells to a commission man who ships to his office located in some city. The commission agent may or may not deal with a jobber or middleman who sells to the retailers in his area. The retailer then sells to the public. Selling is not always accomplished in this fashion, but it has been found that in this way goods move rapidly to the consumer. Advertising by retailers to consumers, jobbers to retailers, commission firms to jobbers and farmers themselves, often is used to inform the interested public of what they have to offer.

Things do not always run as smoothly as they seem. For example, many large city distribution centers are inadequate, as is the Washington Street market in New York City. There is dissatisfaction with the jobbers on the part of many producers and consumers. Decentralized markets may prevent unnecessary movement of stock; the cattle industry is now shipping more slaughter cattle locally. Many improvements must be made if the consumer and producers are to get the most efficiency out of their markets. With more interest being shown in marketing—the future looks bright indeed.

# Campus Countryman

## Kermis Presents

First productions of Kermis this year are two plays, given January 15, in Goldwin Smith. One of these plays, "Driven from the Old Homestead," or "To the Shores of Tripoli," was written by the Countryman's editor, Marjorie R. Heit. Prominent in the cast of this one-act comedy of college girls helping a farmer harvest his crops, are several Countryman board members; Helen Fulkerson, Countryman treasurer, plays Jean, the home economics girl, Betsy Kandiko, Former Student Notes Editor, is Annie, and Mary Strok, Feature Editor, who was recently appointed secretary of Kermis, has the part of Ellie, the farmer's little girl. Others in the cast are Charles Truman, as Henry Baxter, the farmer, Virginia Howard, Rayma Carter, Dorothy Wendling, Lois Hill, and Beatrice O'Brien.

The other play, "Black Magic," is last year's Kermis prize play. The cast includes Bernard Spencer, Frank Martin, Mildred Keith, John Stiles, Louise Greene, William Sterling, Gene Hansen, Paul Barrett, and Robert Plass.

## Keep Them Growing

Milk and dairy products will stay in high demand through the war and post-war periods. New York State farmers need more than 300,000 heifers a year to maintain milk production, and home raised calves are the main source of this stock.

Cornell has a war emergency bulletin that describes how calves can be grown to maturity without the usual loss of one-fifth of the calves born. If you wish a copy, write to the State College of Agriculture, and ask for War Emergency Bulletin 48.

Raymond V. O. DuBois has recently been appointed to the Ulster County committee for examining the necessity for motor vehicles on farms. His three sons, Raymond Jr., Laurence, and Alan are taking turns helping with the milking of the registered Holstein herd and the feeding of the large flock of White Leghorns on the 100-acre farm in Gardiner, N. Y. Daughter Carol is busy with Girl Scouting while Big Sister Laurel looks toward nursery school teaching after graduating from Home Economics in



1944. "Ray" was a member of Alpha Zeta, Kermis, and Ag Council while he was completing his poultry major back in the twenties.

## Engineering Co-eds

Something new has been added. One hundred "Engineering Cadets" will invade Cornell on February 1 when they begin a ten-weeks course to prepare for first job assignments in the air-frame or propeller divisions of the Curtiss-Wright Corporation. To meet the acute shortage of engineers, eight hundred college women are being selected by Curtiss-Wright for study in eight leading engineering colleges throughout the country—Cornell is one of them. To be eligible, the applicant must have had at least one year of college and have successfully completed elementary college mathematics.

The Cadets will live in a special residential unit and attend 30 class hours a week. They will receive room and board, tuition, and a salary of ten dollars a week paid by the corporation. Selections will be made on the basis of scholastic record, the school's recommendation as to character, results of a screening test, and a personal interview. Upon completion of the course, the Cadets will be assigned to positions which will pay \$130-\$150 a month and will release men for more technical positions. Company representatives interviewed interested Cornell co-eds before the Christmas vacation.

## G. Harris Wilcox

If you have had some association with the Animal Husbandry department, you've seen Harris Wilcox. And quite likely, too, he was discussing beef cattle in general or arguing for Aberdeen-Angus cattle in particular.

Harris is applying his education to his business. He is majoring in animal husbandry studies and has his own beef herd at home. Some of the animals in his foundation herd are university bred, having come out of the university herd. Harris doesn't just raise his own stock but does his own marketing, too. This past summer he butchered steers, cut them up into consumer size portions, wrapped the cuts and stored them in a freezer locker. Through a local co-operative market he sold his products, frozen baby beef. The meat business certainly helps pay college expenses.

Bergen, New York is Harris' home town, where he made an enviable record in high school. He won the school award for outstanding work in agriculture, the livestock judging award and he was president of his FFA chapter for two years.

Since coming to Cornell he has done even better. He has an excellent scholastic average. He is Chancellor of Alpha Zeta fraternity, high ranking individual on the general livestock judging team and a member of the Round-Up Club. He was a member of the tri-state conference that was sent to Dartmouth last spring. He has been a member of Ag-Domecon Council representing the Round-Up Club. He won the Chapter Merit Award in that club, too, and is vice-president of Ho-nun-de-kah. Somehow he finds time to assist in the course in animal breeding part of animal husbandry department.

He's not sure what he plans to do after graduation since his choice is divided between graduate study and his own beef herd at home; but then there's the Army. Whatever his choice, Harris is doing a good job of preparing himself now.

Smile, or else . . . Not only does beauty fade, but it leaves a record upon the face as to what became of it.

—Elbert Hubbard



# Campus Countryman

## New Courses For War Work

Stressing the point that if college women can gain highly specialized skills, they should not go into attractive war industries on a lower level, at a mass meeting conducted by Miss Thelma L. Brummett, counselor of students, four faculty members described new courses of specialized training which will be offered to co-eds next year.

Dr. Cornelius D. Betten, dean of the University faculty, said that since five million women will be needed to take over 30 percent of all war jobs, it is important that college women size up their capacities and decide for themselves how they can make the best use of their abilities for war service. Thus far, Dean Betten reported, it seems that women will be able to finish college.

After the war, stated Cornelius W. De Kiewiet, professor of modern European history, the United States alone of the United Nations will have materials and foodstuffs, so that Americans will be needed all over the world for reconstruction and administration. In preparation for the need the University will offer new intensive language courses, as well as orientation courses which will give students a basic cultural acquaintance with the everyday lives of different countries.

There will be new courses in the techniques of investigation, writing reports, accounting, city planning, comparative and international law, and refresher courses in special skills like home economics and agriculture.

### *Dean Blanding Speaks*

Miss Sara G. Blanding, dean of the College of Home Economics outlined three major areas in which women are and will be increasingly needed. First is the field of health. Student nurses are needed so much that Cornell has made an arrangement whereby girls who have had two years of college may go on government scholarships to the New York Hospital School of Nursing. Within 24 months they will complete the necessary training and get a Cornell degree. Meantime they will be contributing to the war effort by releasing from the hospital graduate nurses for war service.

Trained dietitians and nutritionists are needed to such a great extent that they may have good jobs now even without previous experience. The efficiency of industry and welfare agencies depends largely on workers eating the right food, and their wives knowing how to prepare it.

A second great need is for child care specialists. Home Economics teachers are scarce, and there are not now enough nursery school teachers to take care of all the children of young mothers who are or will be in war industries.

After July 1, Miss Blanding said, the College of Home Economics hopes to have money enough so that it can enlarge and more women may transfer to the College for specialized training.



*Courses For Industry*

To help satisfy the need for specially trained women in industry, Dean S. C. Hollister, of the College of Engineering, told of the Curtiss-Wright Corporation plan to give a two-term course for women in aircraft construction here.

Senior women who have had some trigonometry are eligible for a new course in Army Map Service, which will prepare them for a Civil Service appointment as engineering aides. They may take the course along with their college work next term, for it requires one class hour a week, and two two-hour drawing labs. Students will learn map reading, tracing, drawing, and lettering. The work takes precision, and leads to salaries ranging from \$1800 to \$2600 a year.

Questionnaires containing lists of war service opportunities were distributed among all Cornell women at the close of the meeting, so that co-eds might choose and check the types of work in which they were most interested. Information meetings of these interest groups will be held throughout the year.

## Faculty Notes

Dr. L. A. Maynard, Professor of Nutrition and Director of the U. S. Nutrition laboratory at Cornell, was elected president of the American Society of Animal Production for 1943 at the society's annual meeting in Chicago last month. He was Vice President last year.

The Society, which has about twelve members at Cornell, is especially concerned with the production of animal products, such as meat, milk, and eggs, for the war emergency and for human nutrition. Dr. Maynard is the first Cornellian to be honored by election to the presidency.

Dr. T. N. Hurd, Extension Asst. Professor in Land Economics, was recently appointed secretary of the New York State Defense Committee. The committee was formed in July, 1940, for the dual purpose of correlating the efforts of farm people in the winning of the war, and to help farmers in making wartime adjustments.

Dr. Hurd was granted a leave of absence beginning December 15 so that he may devote more time to his new duties. He is now studying the farm labor shortage problem and the farm machinery situation.



# Dear Jim . . .

Happy New Year, Jim!

I hear you were home for Christmas, boy. Wish I could have seen you, but first I got snowbound in town, and by the time the snowplows got around to our farm so I could come home, I had too good a job to leave, to say nothing of writing my two term papers and getting out the Countryman. Bill was coming home, he sorta hoped, but then they drew lots, as only one-third of the men at his camp could be given Christmas leave and he turned out to be one of the other two-thirds. And he was always so lucky at poker, too.

But I guess I'll be seeing all of you soon enough, if being in the same uniform makes any difference in how often you see anyone. The Enlisted Reserve Corps fellows are all going at the end of term, we hear from good sources, so that's the end of Cornell for me for a while. After three and a half years, I'd like to stick around and get a degree, but the war isn't going to wait for that. Anyhoo, I've got my junior blazer and my picture'll be in the Cornellian and they can mail that to the Solomon Islands.

I've got to get down and study for finals any day now. The last

day of classes I got a lot of Christmas presents in the shape of marks—82 in that dumb math course of mine, which is practically a record, a 97 on a quiz and then again a 53 in Eco.

You certainly get around, don't you? From the east coast to Texas and now back in the south. You're lucky you aren't in Ithaca. Along with all the snow the mercury went fifteen below zero. Then it got warmer and we were skating, skiing, and sleighriding, with no time out for term papers.

How was everything at home? Pretty lonesome except for seeing your own family and any 4-F friends you may have? Well anyway, it can't be as more deserted than the campus with all the students at home—you can really hear your own voice echo all over the campus. Know what we did yesterday? Went to the Libe and sat on the floor and read books for our term papers. Not a soul there but ourselves and a couple of librarians.

And then on Saturday night in a fit of boredom we went down to the Dutch, expecting mirth and jollity there, if anywhere. There sure was mirth, jollity and gold braid. We were the only civilians

in the place, but the ensigns aren't proud and neither are we, and in a little while we were singing their versions of "On the Steps of Psi U" and all the rest.

By the way, this 'we' through this letter isn't editorial; it's Freddie. Freddie is my latest roommate; you remember how they always bust out, or join the army, like you. Freddie is a character, but a lot of fun. Like the habit he has of pouring his coffee on the floor when he doesn't like it. With coffee rationing, you'd think he'd be happy, and he is. And the time he gave the landlady a live pigeon for Christmas.

Well, I'll climb back to my term paper on the disease of the potato. While Freddie cooks up a batch of his biscuits for dinner, like he learned to make in hotel school, before they busted him out of there. When the Army gets Freddie they'll probably make him a cook, and then we'll win the war quick, because everyone will want to get away from Freddie's cooking, and they won't be able to shoot Freddie.

So long, boy, this letter'll be from Liz in February probably.

The best,

Dud

## *Going, Going, ---*

**But the Co-op can still supply equipment for winter sports.**

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**USED TEXTBOOKS  
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**Turn your used books in for credit  
toward second term books**

**You receive 10% Dividends on all  
your purchases**

---

10% DIVIDENDS

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**TRIANGLE  
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# Cornell Homemaker

## Eloise Clor '43

This tall, soft-spoken, outstanding senior woman is Eloise Clor, Vice President and Social Chairman of the Home Economics Club.

An active member of the Home Ec and Extension Clubs since freshman year, she has also worked with the University 4-H Club and joined Arete sorority. In her junior year, Eloise was elected to Pi Lambda Theta, national educational society, and to Ag-Domecon Council. She was Tea Chairman for the Home Ec Club and a member of C.U.R.W. Women's Cabinet that year. Waiting on table at the Straight and doing N.Y.A. work with Miss Henderson were "on the side." This year she holds a W.S.G.A. vice-presidency in Balch and is winner of the Martha Van Rensselaer Scholarship. With all her activities, Eloise says, "I like flower gardening and music, and I hope to have time to spend on them some day."

Eloise completed ten years of 4-H club work in Warsaw, Wyoming County. She had been to Cornell for the State Club Congress six times and knew the campus, buildings and faculty. Because she was interested in extension and because all the 4-H agents she knew were graduates of the College of Home Economics here, Eloise picked Cornell for her own Alma Mater. Last summer's experience in farm security made her decide to go into Home Bureau extension after graduation in June. Eloise loves home economics because it is the ideal preparation for accomplishing her goal.

"It doesn't seem possible that I'm a senior," Eloise mused. "I still feel like a freshman. But college has taught me this: Watch your time and spend it in a few activities; then they will mean more to you in making friends and developing leadership."

## Fields In Fashion

Co-eds interested in clothing and merchandizing met recently at the Home Ec Club Vocations committee meeting to hear about opportunities for jobs from Miss Julia Coburn, co-director of the Tobecoburn School of Fashion in New York.

"War isn't going to curtail the jobs open in this field," Miss Coburn stated; "for even if we face clothes rationing manufacturers and buyers are inventing new substi-



Eloise Clor

tute materials that will be practical and durable rather than 'frilly', so there will still be much to sell." This year's business is already way ahead of last year's, she reported. Then too, the war won't last forever, and those who train for leadership now will be kept on in a field where women naturally excel even in peacetime.

There is no top to the business of merchandizing, Miss Coburn asserted. If a girl has ambition, the knack for selling, and the right personality, she can start as a saleswoman, become an assistant buyer, buyer, and then merchandise manager. Larger stores are always waiting. Or a girl can work up into executive positions by working as secretary in offices especially where the executives are already women rather than men.

College girls have a background that makes stores want to advance them to high positions. It is wise to attend a fashion school, and then join the training squad of a store.

In the field of merchandizing are many interesting jobs. Advertising calls for copywriters whose work it is to write appealingly with an eye to selling. They lead well paid exciting lives. Fashion coordinators work with buyers in putting on fashion shows.

"Stylists in textile houses," Miss Coburn believes, "must have good judgment for they make such important decisions as picking out the predominant color for next season so that their company may produce it; while stylists on publications

select clothes to be shown in their magazines." This is a field with real future.

## Struggle For Life

A Cooperative house for Cornell women is struggling, trying hard to be born on our University campus.

Last spring a Cooperative Committee of 35 girls with the aid of Miss Thelma L. Brummett, counselor of students, actually laid plans for renting a house and providing facilities for 20 co-eds to do their own housekeeping and cooking, each working about an hour a day, at a cost of \$300 instead of the regular University board and room fee of \$550.

### *A Self-Help Cooperative*

At first the girls planned to set up an off-campus house, independent of the University housing system. However, Miss Brummett and the advisory board of faculty members recommended that the students try to organize under the University Housing system. They should rent a house owned and cared for by the University, so that the University would make itself really interested in the new cooperative house, and would take the extra responsibilities of house and grounds care. The girls would do their own housekeeping, and planning, buying, preparing of food.

This form of Cooperative has been called a Self-Help House. The University of Syracuse and Smith College have women's cooperative houses which work under similar systems. The University of Rochester has three cooperative houses for women, the University of Iowa has three, the University of Vermont has four, and Penn State College has four. These houses are all owned by the Universities, and rented by the girls.

Why does not Cornell University rent a house to a cooperative group of women? The University argues that it does not have houses enough to place all the new students, soldiers and ensigns and a cooperative group besides. But the University has room and will make room to house these twenty undergraduate Cornell women now. What difference would it make to shift these women from one house under the University to another?

The University argues that it cannot take the financial responsibility of a cooperative house at this time. It would be losing money,



because members of the house would be paying the University only half their usual room rent. But under the Self-Help plan the students will pay for the cost of the cooperative house to the University. The proposal states that the rate of rent each student would pay would be based on the existing University room rents to cover the University's expenses for administration, care of grounds, electricity, fuel, water, insurance, repairs, etc. as well as an amount equal to 25% of the cost of food service equipment and installation to be provided by the University.

#### Room Rents Cut

Co-eds would cut almost in half their rent costs in the University by taking care of their own laundry and linens, telephones, board for chaperone, and eliminating costs for maid service. Thus the University would neither gain nor lose money by renting a house to the Cooperative women.

#### Making-up For Morale

Whether it is for their own or their men's morale, girls have to keep up appearances these days. Women in the war make special provisions for their make-up kits, and co-eds on the campus still feel "undressed" if they have to dash for an eight o'clock class without the basic "streak of lipstick" and "dab of powder" fixed on their faces.

To do a good powdering job, start with powder base, cream, or skin lotion. Choose, of course, a complimentary shade of powder (one with a lanolin base is best.) Powder should be patted on lightly upward with a fluffy puff; pulling downward is bad for face muscles, and rubbed-in powder streaks make-up foundation and irritates skin pores. A trick that makes powder stay fresh and dewy-looking all evening is to run an ice cube lightly and quickly over the just-powdered skin.

On these cold days licking the lips wrecks havoc with most girls' mouth make-up. Here's a way to make lipstick "stick longer to the lip:" apply lipstick, then blot it dry; give it a minute to "set", powder lips lightly, dust off the excess powder, and then use another light coat of lipstick.

#### Tips on Lipstick

Scientists have proved that there's really very little reason for paying more than 10c or 25c for a lipstick; for waxes, fats, coloring and perfume make up most lipsticks, whether or not they come in fancy cases under famous names.

"Indelible" lipsticks contain bromo-acid, a dye which should not be used by women who are sensitive to it. In cold weather it is a good idea to use a more creamy less drying, oily lipstick than in warm weather when it may smear.

When the make-up job is complete, wear it with a nice smile, and your morale will be ready to conquer the world!

#### Class In The Kitchen

Take three English refugees, add a saw, a hammer and a sprinkle of nails—and you have a home management class project. This term the class is working with the wife of an English army officer who came to the States in 1938 with her two small sons. Now her small unfurnished apartment in Ithaca means home and security for the family. Here the boys can live normal lives and have opportunities like other children.

Part of the home management class, under the guidance of Miss Ella Cushman, has been working with Mrs. B. on her kitchen to make it more convenient and attractive. The girls have prepared the walls with a gay Mexican print. Stacks of dishes have been measured to determine the spacing of shelves in the large corner cupboard. The removal of two shelves created a clothes closet for the children's coats and wraps. Students worked with Mrs. B. on a working table at a comfortable height for chopping and mixing near the sink. They used inexpensive fir flooring for the surface and supported it by orange crates. The ironing board was attached to the wall in the corner at a comfortable height for seated ironing. Mrs. B. bought a stool when she realized how much less tiring it was to sit while doing her kitchen tasks.

The girls also planned a stove-sink surface so that Mrs. B.'s baking could move with assembly line precision. An outdoor refrigerator box was constructed from a partitioned orange crate in a large box and insulated with crumpled newspaper. This will store the milk, butter, cheese, eggs, and other perishable foods.

#### Letter Home

Dear Mom,

Been wondering if the coffee rationing is getting under your skin. We've found a way to make it stretch a little. After making coffee, put the used grounds in a flat pan and dry them thoroughly. (They'll keep then for three or four days in covered tin or glass).

When making coffee the next time, use two tablespoons of the dried used grounds to one tablespoon of fresh coffee. The flavor is still good.

While we're on the subject of rationing, don't forget that soup is swell these cold days, and it helps to make leftover meats go further. If Dad still complains about fat floating atop his soup plate, try tossing a lettuce leaf into the soup pot; while cooking, the lettuce absorbs the fat. Then remove the lettuce before serving soup.

If you're trying to save the oven, try baking cookies, brownies, gingerbread or spice cake in the waffle iron. It works wonderfully.

Not that we're hungry—but just thought you might like to have this yummy little sugarless and nutritious recipe for molasses cookies. (Rich in iron for warm blood on cold days.) Was helping Miss Lucile Brewer downtown in the G.L.F. Test Kitchen, when she concocted this recipe and gave it to me.

(1) Brings to a boil 1 cup molasses. (2) Add ½ cup shortening. (3) Add and mix the following sifted mixture: 3 cups sifted flour; 2 tsp. baking powder; 1½ tsp. salt; 1¼ tsp. ginger; 1 tsp. cinnamon; ½ tsp. soda. (4) Chill the mixture. (5) Drop cookie batter from teaspoon onto greased baking tin and bake in 350°F. oven for 10 minutes. "Fancify" the cookies by flattening the drops with the sugared bottom of a salt cellar, or by dipping a fork into cold water and pressing it across the cookies.

These are very nice for tea time, after school, lunch, and any old time. If packed well, surrounded by an insulating layer of pop corn, and wrapped carefully, the cookies are especially good to send to soldiers—and to co-eds!

Your M. T.,  
Carol





# Former Student Notes



'14

Down in Washington, D. C. is John Lamont, an assistant forester in the Indian Forest Service.

Mary Wright, Mrs. M. W. Harvey, is restaurant manager at Drumlins, Syracuse.

'17

Robert B. Willson, vice-president of the John G. Paton Co., Inc., food products, 635 Fifth Avenue, New York City, recently returned from a trip to Mexico in search of additional supplies of honey. He is a member of advisory committees of the WPB and the OPA.

'19

Frederick W. Thompson is associated with the Copper Recovery Branch of the War Production Board at 200 Madison Avenue, New York City. Mr. Thompson was formerly in the purchasing department of the Consolidated Edison Co.

Captain Norman T. Newton, US Air Forces, is at Pendleton Field, Ore., but his mail address is still Robinson Hall, Harvard University, Cambridge, Mass.

'21

James A. McConnell has been appointed a member of the new federal milling advisory committee of the WPB. At present Mr. McConnell is general manager of the Co-operative GLF Exchange, Inc., in Ithaca.

'22

Lieutenant Edward W. Lane can be reached at the Officers Club, Fort Oglethorpe, Ga. During his absence his wife is publishing the Westfield, Pa., Free Press and the Knoxville Courier.

'24

Pretty nearly a Richard Halliburton is Lieutenant Richard F. Starr. He has been around the world twice and to the Orient seven

times. His explorations are in the interest of archaeology. One of his findings is a map, uncovered in Iraq, which is believed to be 1500 years older than any other map found so far.

Besides all his trips, Starr has found time to write three books. But for a while, archaeology is in the background; for Starr is now in the Navy.

'26

Milford C. Howard is supervisor of the George Washington National Forest at Harrisonburg, Va.

'27

An author we have with us. Mary M. Leaming's Book of Home Economics was published in September by the Garden City Publishing Co. of New York City. The book deals with the problems, business, and pleasure of everyday American homemaking. Mary is home demonstration agent in Camden County, New Jersey.

'28

Down in North Carolina is Joseph P. Binns. He is a captain in the US Army Air Forces, Hq. Tech. Tr. Command, Knollwood Field, Southern Pines, N. C.

'29

Ruth Catherine Pickney is back home on a furlough from Nicaragua, Central America, where she is working for the Central American Mission. She expects to return to her work in the spring.

Mrs. J. C. Merritt, Jr., the former Lucille Graham, is a lieutenant now. Yes, she's in the WAVES on duty in Washington, D. C.

'30

Harold E. Gulvin is teaching agriculture in the Forestville Central School. Mr. Gulvin is the father of three children, Margie, nine, David seven, and Darlene two.

Norma MacGregor is teaching home economics at Catskill High School this fall. She left Scotia High School where she has been teaching the past ten years.

'34

Halliday McCall, owner and operator of Riverview Farms at Neshanic Staiton, N. J., was married to Elva Walters of Plainfield, N. J. on September 19.

Mrs. Philip E. Munson, the former Helen E. Rowley, is teaching home economics at the Clinton Central School. Mrs. Munson was married last August 22.

'35

Lucy Schempp, Mrs. E. H. Jacoby, has gone back to teaching at the East Springfield Central School. It is for the duration, she says, while her husband is in England with the Ordnance Dept. USA.

'36

Helen E. Park has been made dietitian at the Station Hospital, Camp Edwards, Mass.

Dorothy Messler is married to Daniel A. Jacobs. Her address is Massachusetts General Hospital, Fruit Street, Boston, Mass.

Frank Ruth Zingerle, now Mrs. Guy H. Baldwin, has a daughter, Nancy Lee, born last May.

'37

Louise L. McLean has been Mrs. Thomas M. Dunn since August 1, but she is still a dietitian at Fort Jackson, S. C., and lives at 742 Kawana Road, Columbia, S. C.

The lure of the armed forces has claimed another Cornell woman. Mary Marlow has joined the WAVES, V-9. Mary used to do editorial work for Parents' Magazine, New York City, but war work comes first.

J. Edwin Jr., son of Roberta Edwards and J. Edwin Losey, was one year old on December 6. The Loseys live at 113 Howard Street, Ames, Iowa.

About half as old as J. Edwin Jr. is James Clark Healy, son of Norman C. Healy. Daddy Healy is with the USDA in Washington, D. C.

H. Lewis George of Albany is a volunteer officer candidate in the Army.

Another Army man is Captain Herbert N. Adams, assistant classification officer at Camp Grant, Illinois.



'38

Leslie S. Nichols is a private in the 715th Signal Port Service Co., N.O. Staging Area 2, New Orleans, La., after a short period at Camp Maxey, Texas. He is in the personnel office for two months basic training, after which he expects a "boat ride". Mrs. Nichols, Esther Smith '40, is a dietitian at Nassau Co. Sanitarium, Farmingdale.

Patricia Prescott Kleps has a son almost eight months old.

The need for nurses is great and here is one response to the call. Marguerite E. Legge is training in the Mt. Sinai Hospital in New York City.

'39

Rose F. Brodbeck, now Mrs. Clarence H. Padgham, is dietitian at Eastman Kodak's Hawkeye Restaurant in Rochester.

Spencer H. Morrison, the son of Professor Frank B. Morrison, Animal Husbandry, has a two-months old son, Spencer H. Jr. was born on Armistice Day.

Mess managers at the Station Hospital, Camp Croft, S. C., are Sergeants John Ogden and Bruce Tiffany.

And so the ensign got married. This time it is Henry L. DeGraff USNR to Esther P. Boutcher '40.

Priscilla Buchholz, Mrs. Edward Frisbee, has a two-months-old daughter, Margaret.

'40

Out on the dusty plains of Oklahoma is Edward J. Milanese. Since September 25, he has been second lieutenant in the 229th QM Corps at Camp Gruber.

Lieutenant John J. Kennedy and his wife, the former Elizabeth C. Riordan, are living in Washington, D.C. Elizabeth formerly worked in St. Joseph's Hospital, Baltimore, Md.

A Navy man is Burton F. Inglis. He was called to active duty in October and is stationed at the University of Notre Dame, Ind.

Armand W. Droz is an assistant

port steward for American Airways Africa Ltd., at one of the new air bases in Africa. Armand is married to Margaret M. Tegley '41.

Rodney Lightfoot has been working with home storage in Orleans County where he is acting 4-H Club agent.

Betty Huber, whose marriage to Giltner Knudson we announced in the November issue, is working as a 4-H regional part-time worker in foods and nutrition.

'41

It's a Case in a hospital but not in a bed. Margery A. Case is the assistant dietitian at the County Hospital, Cortland.

Betty Niles is with the Standard Brands food research laboratory.

Walter J. Sickles, who won the Varsity C in baseball and football, is a second lieutenant of infantry at Camp Robinson, Arkansas. He left his better half, Jean C. Haupin, whom he married last May, back here at Cornell, where she is finishing college.



Ensign H. Godwin Stevenson USNR is engaged to Emily Peer at Ithaca. Emily is a sophomore in the College of Arts and Sciences here at Cornell.

Serving Uncle Sam is Barbara Ward who left her job as airline hostess to write a training manual for the Navy flying cadets' ground school.

Ruth deGraw is married to Dr. William Libertson and they are living at the hospital where he works in Rochester, N. Y.

'42

Ellen Quackenbush recently announced her engagement to Terrence J. Mattern of Isoy Terrace, N. Y. Mattern is an instructor at Appalachian State Teacher's College at Boone, N. C.

Another engagement is Ruth E. Goodyear's to Ensign Henry W. Jones of Hamden, Conn. Ensign Jones was a graduate of the College of Mechanical Engineering, class of '41.



Two engagements, and now three weddings—the class of '42 loses no time.

An ensign is Alice Buhsen's husband. He is Montgomery F. Woodruff, a graduate of the College of Mechanical Engineering. The couple are living in Washington, D. C., where Woodruff is stationed.

Jean M. Herrick is married to William D. Van Arnan Jr., of South Orange, N. J.

Jane Williams is married to Robert Harvey. They are living in Freeville.

If you were lucky enough to attend a COC square dance last year on the Hill, you will remember Leigh Whitford. He is down at Camp Pickett in Virginia in the Medical Corps. Between furlough visits to Cornell and red-headed nursery school teachers in Washington, D. C., he is pretty busy but will find time to answer mail from Hq. Co. Personnel, 2d Med. Tr. Regt., MRTC, Camp Pickett, Va.

In kindergarten work at Randolph Central School is Geraldine Backus

Robert S. Smith and Mrs. Smith, Mary Morgan '43, are living in Mt. Morris, N. Y., where Bob is assistant county agent.

Two G.L.F. men are F. Leonard Miner, Sp. Ag., who is stationed in Bainbridge, N. Y., and Don Meister, who is working in Oneida.

Marion E. Pergande is Sullivan and Rockland Counties' new assistant home demonstration agent.

An Army man is Harry M. Hoose. He is a lieutenant at Center School, FARC, Fort Bragg, N. C.


Don Walsemann is working as district agricultural engineer serving Jefferson, Lewis, and St. Lawrence counties.

Russell H. Bradley is engaged to Sarah H. Lockwood, Home Economics '43.





## Think What Power Hath Done

 Only one thing keeps this scene from being a picture of your wife, your mother, your daughter. It is not a matter of time, for women still are working like this where the original photograph was taken. It is not a difference in land, for this European field is level, with soil much like that in many sections of this country.

The difference between this farm and yours is POWER. Where earth is turned by human muscle, much or most of the muscle is woman's. Where clumsy one-piece wooden plows prevail, travelers tell of the wife teamed with the ox to pull the plow. Wherever farm work is done the hard way, women and children have to help with it. All the alleged evils of child labor in agriculture are found only in operations not yet done with Power and the implements or machines to apply it.

Every form of Power has brought its phase of freedom to the farm family. Waterwheels set woman free from grinding flour with mortar and pestle.

Tread and sweep powers enabled animals to drive threshers, freed whole families from the flail. Steam power made possible the self-feeder and wind-stacker, did away with dirty drudgery in threshing. Finally came the tractor to lighten labor in field, at farmstead, and even on highway.

### Manpower Multiplied

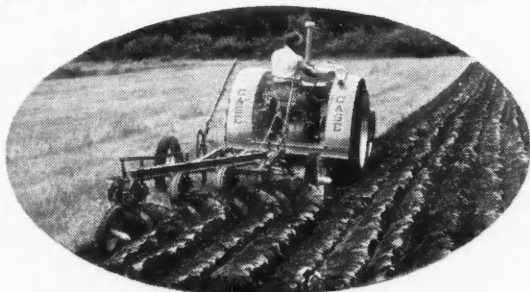
In the time it took to grow and harvest an acre of corn 25 years ago, a man now takes care of two acres. While he produced an acre of soybeans then, he produces over three acres now; with wheat, nearly four acres. These are actual, average results on the same farms, revealed by figures from University of Illinois farm management records.

The difference is that 25 years ago these farms had no tractors; now they have tractors, tractor planters and cultivators, combines and corn pickers. In future farming power and machinery will multiply man-capacity still more. Already, in Iowa

experiments, corn has been grown and harvested with less than three minutes of man-time per bushel.

Not only did Power bring freedom to the farmer. It was freedom which brought him Power. All the glorious advance of American agriculture by the application of Power is fruit of the freedoms which are the American way . . . freedom of thought, of education, of employment, of enterprise. And because the American way gave them Power and the machines with which it works, one family on the farm now feeds three other families, furnishes fiber for most of their clothing, and creates a huge surplus for export to foreign lands.

In time of peace those other people are free to provide plumbing and pianos, education and all the material blessings in the American way of life. In time of war, farm machinery frees men to make weapons and to wield them in defense of all the freedoms of all the people. J. I. Case Co., Racine, Wis.



**FOUR TIMES FASTER.** Riding the comfort-seat of his Case "LA" tractor, this man turns as many acres as four men with one-plow tractors, or six to eight men with walking plows and two-horse teams. He fits the land to grow crops for making four times as many loaves of bread and quarts of milk, to feed several times as many soldiers and civilians, to buy more war bonds.

Serving Agriculture  
Since 1842  
in Peace and War

# CASE





**TREES** of weaker fibre have come and gone but life is strong and vigorous in the ancient pine. In the end it too must fall but the time is not yet. Anchored to the mountainside, battered and tossed for generations by the elements, it will see another season through . . . and still another. Lesser trees have yielded to the years, but this one has what it takes.

In mankind also, and in the relationships of humankind, we may seek out these differences. . . . It is much the same with the machines men build. Only in the degree that men will it so, can there be in their machines a measure of **ENDURING LIFE.**



PHOTOGRAPH BY JOHN KABEL

## What Counts NOW in the Things We Cannot Replace Is QUALITY and ENDURING LIFE

Only two summers ago we of International Harvester, and you who use so many of the farm machines we build, could not have seen the full meaning of the situation that now faces Agriculture.

Always in the past, when bumper crops were in prospect, you have called for an abundance of tractor power and new equipment, and the farm equipment industry has supplied it. This year, as manpower shortage threatens the food production that is vital to the nation's life, few of you can buy new machines. It is swords, and not plowshares, that must have first call on steel.

The year that lies ahead will be a time of toil such as *Americans* had reason to believe would not be their lot again. It will be a year of new pioneering . . . and VICTORY and peace will be the goal. It

will be a year to be grateful for enduring life, wherever you may find it, in the tractors and machines you have—for they must take the load and do the job. Millions of you will now put to the final test the materials and the workmanship that have been built into each product of International Harvester. Each one has brought to you a generous measure of quality—an added value to be reflected in faithful performance. In the long run, always, this quality has *paid out*. And now, suddenly, it is *precious* beyond any price.

Now that every piece of usable equipment *must* see another season through, we remember the rule set down a century ago by Cyrus McCormick—"Build the Best We Know How!" We are grateful to a later generation of management for the watchword of International Harvester

manufacture—"Quality is the Foundation of Our Business." Emblazoned over the entrances of our plants, it is the watchword of the men who build McCORMICK-DEERING and INTERNATIONAL.

This year many of you will have need of every ounce of the good wear that is in your Harvester machines. . . . You will have need, also, of the faithful services of the International Harvester dealers. They can help you work wonders with the old machines you would in normal times be ready to discard. Their service is your mainstay now. Your problems are their problems. They are pledged to see you through, until such time as new equipment may be available again to all.

INTERNATIONAL HARVESTER COMPANY  
180 North Michigan Avenue, Chicago, Illinois

# INTERNATIONAL HARVESTER COMPANY